

WHAT IS CLAIMED IS:

1. An apparatus for displaying retail merchandise, the apparatus adapted to be supported by a vertical support, the retail support structure comprising:
 - a retail support structure having a rearward portion adapted to be supported by the vertical support, the shelf support structure having a support surface extending horizontally, the support surface adapted to slidably support merchandise;
 - a front stop arranged proximate a front end of the support surface;
 - self facing means for facilitating forward movement of merchandise supported on the support surface toward the front stop; and
 - a reduced friction layer on the support surface, the reduced friction layer having a static coefficient of friction that is less than a static coefficient of friction for a standard powder coated finish for retail shelves.
2. The apparatus of claim 1, wherein the reduced friction layer comprises a fluoropolymer.
3. The apparatus of claim 2, wherein the fluoropolymer is coated onto the support surface and therefore integral therewith.
4. The apparatus of claim 1, wherein the reduced friction layer comprises a silicon ultraviolet (UV) type coating.
5. The apparatus of claim 1, wherein said means comprises an inclined angle of the support surface to provide for gravitational self facing.
6. The apparatus of claim 5, wherein the shelf has a vertical drop of less than 3.5 inches per 12 inches of horizontal depth.
7. The apparatus of claim 5, wherein the shelf has a vertical drop of less than 3.0 inches per 12 inches of horizontal depth, and wherein the shelf has a horizontal depth of between about 4 inches and about 30 inches.
8. The apparatus of claim 6, wherein the shelf has a vertical drop of about 2 inches or less per 12 inches of horizontal depth.

9. The apparatus of claim 1, wherein said means includes a spring biased pusher biased toward the front stop and movable toward and away from the front stop.

10. The apparatus of claim 9, wherein said support surface is oriented substantially parallel with horizontal when the shelf support structure is supported in a horizontal position by the vertical support.

11. The apparatus of claim 1, wherein the shelf includes a generally flat panel providing said support surface.

12. The apparatus of claim 11, wherein the support surface is provided by a sheet metal panel.

13. The apparatus of claim 1, wherein the shelf is formed of wire material.

14. The apparatus of claim 1, wherein the reduced friction layer is provided by a mat placed on top of the support surface.

15. The apparatus of claim 1, wherein the reduced friction layer is provided by a wedge positioned on the shelf support structure.

16. The apparatus of claim 1, wherein the apparatus comprises a peghook, the rearward portion comprising a mounting back with peg hooks that are adapted to be mounted into a pegboard.

17. A method for displaying merchandise in a retail environment, comprising:
arranging a retail support structure having a support surface and a reduced friction layer on the support surface, the reduced friction layer having a static coefficient of friction that is less than a static coefficient of friction for a standard powder coated finish for retail shelves;

loading retail merchandise onto to the reduced friction layer; and
automatically self facing the retail merchandise over the reduced friction layer toward a front stop.

18. The method of claim 17, wherein the reduced friction layer comprises a fluoropolymer.

19. The method of claim 18, further comprising coating the flouropolymer is coated on the support surface.

20. The method of claim 17, further comprising providing price information in association with the retail merchandise in a viewable location for end use customer of retail merchandise.

21. The method of claim 20, wherein the retail support structure is a shelf, further comprising partitioning different types of retail merchandise across the shelf and providing different price information corresponding to the different types of retail merchandise.

22. The method of claim 21, wherein the shelf comprises a flat panel, further comprising releasably attaching the reduced friction layer over the flat panel.

23. The method of claim 22, further comprising removing and replacing the reduced friction layer over the flat panel.

24. The method of claim 17, further comprising reloading retail merchandise onto the reduced friction layer as retail merchandise is removed from the retail support structure.

25. The method of claim 17, further comprising biasing a spring during said loading, the spring urging a pusher that acts upon the retail merchandise and urges the retail merchandise toward the front stop.

26. The method of claim 17, wherein the retail support structure is a shelf, further comprising angling the shelf downwardly toward the front stop to facilitate gravitational feeding of retail merchandise toward the front stop.

27. The method of claim 23, further comprising angling the shelf with a vertical drop of less than 3 inches per 12 inches of horizontal depth.

28. The method of claim 23, further comprising vertically spacing a plurality of shelves having the reduced friction layer along a vertical support.